



**Economic Development Committee
November 08, 2021, 5:00 p.m.
Bridgeville Town Hall & Zoom
Minutes**

- I. **Attending**, Richard Grinnell, Sue Grenier, Christine Correia, James Speegle, Veronique Link & Jane Houtman (Zoom)

Absent: Suzanne Farris

Also Attending: Bruce Smith & Bethany DeBussy (Zoom)

- II. **Approval of Minutes:** Minutes from October 11, 2021, were approved.

- III. **EDC Financials:** Veronique stated she did not have updated financials. Expenses of \$215.00 dollars for EDC lunch. Approved Halloween 5K for \$200.00.

IV. **Old Business**

A. **Strategy and Goals:** Veronique started getting everything moving in one direction. In order for the Committee to do more, we need more people on the Committee. Sue Grenier's idea of getting farmers, spouses, or workers involved in the Committee. How to entice them to join the Committee. Sue Grenier suggested a farmer's event. Jane inquired about sending letters to businesses. Veronique mentioned focusing on Bridgeville as a whole, not just downtown, and asking if some of the business owners want to sit at a committee meeting to talk face to face. Bruce stated he has talked to some of the business owners in town about what they want and how the Committee can help. Sue suggested talking to Karen Johnson about who she may know to join the Committee. Jane suggested talking to the Bridgeville United Methodist Church and Bridgeville Historical Society to reach out to their people. Richard stated starting off small to show the businesses what we have accomplished. Richard said he will call Charlie from TS Smith Sons. James said he would talk to the Woodbridge High School 4H. Veronique started creating a directory of all businesses to build a database. Richard suggested the Town newsletter add a business to each newsletter each month with a blurb on the business. James to help business owners write the information on their business (if the owner wants help on writing it) for the newsletter. Bruce to do face to face when letters go out.

B. **Action Items:** Letters and face-to-face (Bruce) once letters go out. Newsletters to include one business per month (Jim to follow up with business owner picked), Farmer's portion Richard to talk to Charlie on the idea to entice farmers. Jim said he will reach out to the 4H and Future Farmers programs. Bruce stated farmer's projects will be better come springtime. Veronique said this is a good time to come up with plans before spring.

C. Logo Update: Bethany presented the logo PowerPoint to the commission workshop at the end of October. Feedback was the dates do not look like start and end dates. Richard and Christine stated they like the logo without the people. Discussed additional changes to the logo based on the designs supplied. Bethany will give the suggestions made to the designer. Bethany stated two to three different designs based on our suggestions tonight.

D. Strategy & Goals

- a) **Moving forward-agreement on initial goals:** Veronique discussed what she would like the Committee to start thinking of such as targeting smaller things that the Committee could do instead of bigger items. Veronique stated that members need to start thinking about how to support local businesses. Veronique stated that she would like to see a thriving downtown, but she does not see that currently. Bruce stated that there is nothing within the Town to draw people in. Veronique discussed coming up with Committees for projects.

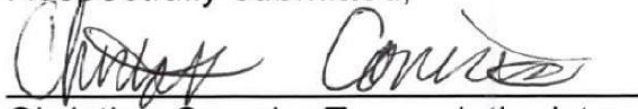
E. Crosswalk/Intersection Painting: Veronique suggested tabling until we get a concrete logo design so we can remain consistent across the board or is that something that can stand alone. Bruce thinks they are stand-alone type things. They are going to be different from the logo type thing. Veronique asked if anyone had any additional design ideas from the last discussion. Apples, pigs, apple scrapple, corn stalks, watermelons, etc. Veronique questions the purpose of painting the crosswalks. Sue stated it to be fun, attractive for downtown, and attract the eye. Something for people to remember being in Bridgeville. Bruce stated more of an identity to Bridgeville. Better to do the crosswalks and intersections done in the spring. Designs have to be approved by DelDOT and the Commissioners. All agreed to concentrate on this in the spring. Gives us time to come up with design ideas. Tabled to February for approvals.

F. Christmas Activities: Bruce questioned the time frame of the building being torn down for the Christmas tree location. Bruce brought information on a Christmas sleigh to the Committee to purchase. Discussion on safety, theft, insurance, and location of the sleigh. Bruce stated the Town hasn't had any Christmas decorations in about 10 years. Suggested getting Victorian-type lights that beautify the town all year round. Veronique had two questions. One possible option is to rent it and two if we do decide to purchase it, could we get a cover for it when we are not using it when it is outside. Motion to approve made by Richard to purchase the sleigh providing the Town can insure against their liability. Bethany said during an event the Town is covered. Richard made a motion. Seconded by Sue and Christine. All in favor. Approval of purchase of the Christmas sleigh.

V. New Business: Richard suggested getting rid of the BridgevilleEDC yahoo email address and keeping the Town EDC email. Richard made a motion. Seconded by Christine. All in favor. Approved.

- VI. Committee Member's Comments:** Jim had a question about the rocking chairs. Bruce and Bethany stated Karen from the library will be auctioning them off. No other comments.
- VII. Adjournment:** The meeting was adjourned at 6:29 PM.

Respectfully submitted,

A handwritten signature in cursive script, appearing to read "Christine Correia", written over a horizontal line.

Christine Correia, Transcriptionist